



FAIRFAX COUNTY PARK AUTHORITY

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For Immediate Release

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Community Connections Receives Programming Award

The Fairfax County Park Authority's Community Connections program was recently honored by the Learning Resources Network (LERN), an international association of lifelong learning programming, which selected Community Connections as a first place winner in the 2008 International LERN Awards in the category of Programming. LERN has more than 5,000 members representing 1,500 organizations worldwide.

LERN members offer exceptional ideas for programming, marketing, community service, and brochure and web page design. LERN's primary criterion in selecting the LERN International Awards winners includes originality, innovation, appropriateness and adaptability as a model for other programs, replicability, and measurable outcomes.

Community Connections is a comprehensive outreach and education strategy developed by the Fairfax County Park Authority to listen to, engage and build trust with increasingly diverse park users. Although it began as an effort to provide staff at non-staffed sites to address park usage issues, Community Connections has evolved into a philosophy that seeks to build bridges between Park Authority staff and our new customers. By creating awareness of facility and program resources currently available, increasing access to services by eliminating cultural and communications barriers, and developing new programs and facilities, Community Connections is helping the Park Authority better serve the expanding diverse community of Fairfax County.

The award will be presented at the annual conference this November in Orlando, Florida.

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